

2014 BUICK VERANO INTERACTIVE DETAILS BOOK BUICK

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VERANO SNAPSHOT

- 2014 Verano equipment groups: Verano 1SD, Convenience Group 1SG, Leather Group 1SL, Turbo Group 1ST.
- Verano delivers unexpected luxury for a car its size.
- It competes in the compact luxury segment.
- Leading purchase considerations for compact luxury buyers are exceptional quality, comfort, premium amenities, and technologies that help them stay connected on the road.
- Buick Verano continues to attract more customers to the growing market for premium compact sedans with a stylish blend of technology, sophistication, craftsmanship and performance.



WHAT'S NEW

- **New safety features:**
 - **(UEU) Forward Collision Alert** is now available.
 - **(UFL) Lane Departure Warning** is now available.
- **(UG1) Universal Home Remote** is now available.
- **Enhanced IntelliLink** adds text message support, Siri Eyes Free and smartphone voice recognition pass-through.
- **(KA1) Heated driver and front passenger seats** are now included with cloth seats in Convenience Group 1SG and include three warmth settings.
- **Exterior color Smoky Gray Metallic (GLJ)** replaces Cyber Gray Metallic (GBV).



VERANO TARGET CUSTOMER DEMOGRAPHICS

- Verano's target customers value quality versus brand names.
- Many are import intenders but are not import-loyal.
- They want comfort and amenities as well as user-friendly technologies that keep them connected on the road.
- They also want a premium purchase experience and excellent customer service.



VERANO AWARDS & RECOGNITION

- 5-Year Cost to Own Entry-Level Luxury Car Winner, *Kelley Blue Book* (2013 Verano).
- Brand Image Award Best Value Luxury Brand, *Kelley Blue Book* (2013 Buick Lineup Verano, Regal, LaCrosse, Encore, Enclave).
- Best Buy Award, *Consumer Guide Automotive* (2013 Verano).
- Best Cars for the Money Awards, Upscale Midsize Cars, *U.S. News & World Report* (2013 Verano).
- Best Cars for Families, Upscale Small Cars, *U.S. News & World Report* (2013 Verano).

EXPERIENCE BUICK PROTECTION

Experience Buick Protection is a worry-free, comprehensive coverage, warranty and protection program that comes standard with every new 2014 Buick lease and purchase.

The coverage included is designed to make it easy and convenient for owners to keep their Buick vehicles like new. It includes:

- 4-year/50,000-mile bumper-to-bumper limited warranty.
- 6-year/70,000 mile transferable powertrain limited warranty with no deductible.
- 6-year/70,000-mile 24/7 roadside assistance.
- 6-year/70,000-mile courtesy transportation.
- 6-year/100,000-mile rust-through corrosion protection.
- 2-year/24,000 Buick scheduled vehicle maintenance.

VERANO SAFETY

The 2014 Verano has received the highest possible Overall Vehicle Score for safety (5-Star) in U.S. Government safety testing as part of the U.S. Dept. of Transportation New Car Assessment Program (www.SaferCar.gov).

2014 BUICK VERANO TOP SELLING FEATURES BUICK

WHAT'S NEW | MARKETING HIGHLIGHTS | TOP SELLING FEATURES | PRODUCT INFORMATION | SPECS | PACKAGING | HOW THINGS WORK | COMPETITIVE COMPARISON

REFINED PERFORMANCE BALANCED WITH COMPETITIVE FUEL ECONOMY

- The ECOTEC 2.4L and 2.0L turbo engines offer impressive power and great fuel economy. Six-speed automatic and manual transmissions enhance efficiency.

WHY IT MATTERS

No tradeoffs required—responsive power and great fuel economy in a fun-to-drive package.



BEAUTIFUL EXTERIOR DESIGN

- Sculptural lines, steeply raked windshield and sloping rear roofline add style.
- Signature Buick design cues include a Black chrome waterfall grille and Frenched-in portholes.
- Calligraphy-like exterior chrome accents.

WHY IT MATTERS

Verano stands out from competitors with its beauty and refinement.



LUXURIOUS INTERIOR WITH PREMIUM CRAFTSMANSHIP

- Metallic accents, warm wood tones and soothing Ice Blue ambient lighting create an inviting, sophisticated environment.
- Soft-touch instrument panel, fabric-wrapped pillars and premium 5-layer headliner look and feel expensive.

WHY IT MATTERS

Verano uses top-of-the-line, quality materials that are meticulously rendered.

Click the play  icon to watch video

VOICE-ACTIVATED INTELLILINK RADIO WITH COLOR TOUCH-SCREEN

- High-resolution, full-color 7" touch-screen with voice-activated functionality, steering wheel controls, USB and AUX input ports and MP3/CD.
- Makes and receives phone calls, accesses phone contacts and streams media from paired devices hands-free.
- Streams Pandora Internet Radio and Stitcher SmartRadio from paired device.



WHY IT MATTERS

Buick IntelliLink is Verano's command center for connectivity and infotainment. It helps drivers connect and interact more safely with the audio system and paired devices.

BUICK'S SIGNATURE QUIETTUNING TECHNOLOGY

- Dual-density carpet, premium door sealing and liquid sound deadener optimize Verano's interior quiet by reducing, blocking and absorbing outside noise.
- Tires and wheels are specifically engineered for reduced noise, vibration and harshness.

WHY IT MATTERS

The quiet experienced in Verano's cabin enhances the feel of luxury while contributing to a sense of overall quality and craftsmanship.

2014 BUICK VERANO TOP SELLING FEATURES BUICK

WHAT'S NEW | MARKETING HIGHLIGHTS | **TOP SELLING FEATURES** | PRODUCT INFORMATION | SPECS | PACKAGING | HOW THINGS WORK | COMPETITIVE COMPARISON



EXCEPTIONAL SAFETY

- Standard: 10 air bags, strategically placed high-strength steel, StabiliTrak Stability Control, ABS, advanced braking features, Rear Vision Camera and OnStar Automatic Crash Response.

WHY IT MATTERS

For greater peace of mind, Verano looks out for your safety before, during and after a crash.

REAR VISION AIDS

A camera and radar sensors at the rear warn drivers of potential hazards.

- Standard Rear Vision Camera displays image behind Verano when it is in Reverse.
- Rear Cross Traffic Alert alerts drivers about oncoming traffic when backing up.

WHY IT MATTERS

Rear vision aids can help the driver prevent crashes.

COLLISION PREVENTION ALERTS

Use a front camera to help make drivers more aware of the driving environment.

- Forward Collision Alert alerts the driver if it detects a possible collision threat.
- Lane Departure Warning alerts the driver when the vehicle drifts out of its lane.

WHY IT MATTERS

Forward alert safety systems can help drivers avoid a collision.



EXTERIOR

- **Beautiful exterior design** – See Top Selling Features.
- **Distinctive exterior lighting** – Enhances Verano's elegance.
 - Blue translucent projector beam headlamps.
 - Chrome-detailed halogen fog lamps.
 - Taillamps finished with chrome accents.
- **Integrated rear spoiler** – Adds sporty attitude. Available.
- **Standard 18" alloy wheels** – Give Verano a confident, dynamic stance.

INTERIOR

- **Luxurious interior with premium craftsmanship** – See Top Selling Features.
- **Buick QuietTuning** – See Top Selling Features.

- **Standard luxury** – Premium amenities add to Verano's comfort and its feeling of luxury and refinement.
 - **Automatic dual-zone climate control** helps to keep the cabin comfortable.
 - **3-spoke leather-wrapped steering wheel** with integrated audio and cruise controls; available heated steering wheel.
- **Generous seat comfort** – Supportive, wide seats feature plush padding.
 - **Premium ribbon fabric** inserts with leatherette accents. Standard.
 - **Leather-appointed premium grade seating** with French-seamed stitching. Available.
 - **Heated front seats** with three warmth settings. Available.
 - **6-way power driver seat.** Available.



- **Remote Vehicle Starter System** – Activates climate control and heated seats at temperatures below 45°. Standard.
- **Passive Entry with Push Button Start** – Uses convenient key fob sensor technology instead of a traditional key to unlock the doors and start Verano, even if the key fob is tucked away in a purse or pocket. Available.
- **Standard Rear Vision Camera** – Displays image behind Verano when it is shifted into Reverse.
- **Vision aid** – Ultrasonic Rear Parking Assist warns drivers about certain stationary objects behind the vehicle when Verano is in Reverse. Available.



INFOTAINMENT

CONNECTIVITY

- **Buick IntelliLink** – Helps drivers connect and interact more safely with audio system features and their paired devices. See Top Selling Features.
 - Large 7", high-resolution, full-color, touch-sensitive screen.
 - Multiple methods of control include an icon-driven touch-screen—similar to smartphone and tablet devices—enhanced voice-recognition technology and faceplate controls.
 - Seamless smartphone integration with new text message support, Siri Eyes Free and voice recognition pass-through that can access smartphone features using Verano's IntelliLink controls.
 - Wireless music and internet streaming from paired devices.
 - Media hub for connections via USB and auxiliary inputs.

ENTERTAINMENT

- **Audio systems:**
 - **6-speaker AM/FM/SiriusXM/CD/MP3/USB/AUX input.** Standard.
 - **9-speaker Bose premium audio system** – With digital amplifier, DSP, custom equalization, four woofers, four tweeters and mid-/high-range speaker. Available.
 - **Audio system with navigation** – Includes all standard audio system features plus GPS navigation. Available.
- **SiriusXM Radio** – Fully integrated into Verano's IntelliLink system. Includes 3-month trial of the XM Premier Package and Nav Traffic (if equipped with navigation).

EMBEDDED MOBILE APPS

- **Built-in web connectivity for compatible devices** – Allows instant access to web-based programming for paired smartphones and tablets:
 - Pandora – popular internet radio service, dynamically personalized and updated to reflect user's likes/dislikes.
 - Stitcher – on-demand internet radio service focusing on news and information.

NAVIGATION

- **Audio system with navigation** – Includes Bose audio system features and built-in navigation system. Available.
- **OnStar Directions & Connections Plan** – Included for six months and features Turn-by-Turn Navigation directions. Learn more at OnStar.com.



POWERTRAIN

ENGINES

- **ECOTEC 2.4L DOHC VVT SIDI 4-cylinder engine** – Delivers a refined, responsive performance and is E85 FlexFuel-capable.
 - 180 hp and 171 lb.-ft. of torque.
- **ECOTEC 2.0L DOHC turbocharged VVT SIDI 4-cylinder engine** – Has impressive on-demand power and is tuned to deliver unique performance, efficiency and quietness. Included on Turbo 1ST.
 - 250 hp and 260 lb.-ft. of torque.
- **Spark Ignition Direct Injection (SIDI) and Variable Valve Timing (VVT)** – Enhance performance and fuel efficiency while lowering emissions.



TRANSMISSIONS

- **6-speed automatic transmissions** – Include Driver Shift Control to create a more performance-oriented driving experience.
 - 2.4L: 21 city/32 highway mpg.
 - 2.0L: 21 city/30 highway mpg.
- **6-speed manual transmission** – With 3.55 final drive ratio. Available on Turbo 1ST.
 - 20 city/31 highway mpg.

RIDE & HANDLING

SUSPENSION

- **Independent front suspension** – MacPherson strut design. Provides excellent road holding.
- **Verano-tuned Z-link rear suspension** – Helps center the rear axle during cornering for a more balanced driving experience. The Z-link design:
 - Is lightweight and contributes to Verano's fuel economy.
 - Requires less space than a typical fully independent rear suspension, enabling more trunk space.



BRAKING

- **4-wheel disc ABS** – See the Safety Section for more details.
- **Brake Assist** – Delivers maximum braking power during hard braking.
- **Electronic Brakeforce Distribution** – Balances braking performance based on such factors as road conditions and the weight of the passengers and cargo.
- **StabiliTrak Stability Control with full-function Traction Control** – See the Safety Section for more details.

HANDLING

- **Rack-mounted Electric Power Steering** – Provides better steering feel versus traditional column-mounted systems. Additional benefits include:
 - Increased responsiveness with straighter tracking.
 - Enhanced fuel economy since the electric motor helps save fuel.

SAFETY

BEFORE

- **5-Star safety rating** – The 2014 Verano has received the highest possible Overall Vehicle Score for safety in U.S. Government safety testing as part of the U.S. Department of Transportation New Car Assessment Program (www.SaferCar.gov).
- **Antilock Braking System (ABS)** – Helps prevent wheel lockup during hard braking on most slippery surfaces and helps drivers maintain steering control.
- **Daytime Running Lamps (DRLs)** – Increase Verano's visibility to others.
- **Full-function Traction Control** – Helps maintain traction if slip is detected at a front drive wheel by applying the brake at that wheel and/or reducing engine throttle.



- **Forward Collision Alert** – Available. See Top Selling Features.
- **StabiliTrak Stability Control** – Helps Verano stay on its intended path. If the system detects wheel slip or if the vehicle is not following the path being steered, StabiliTrak applies the brakes and/or adjusts the throttle to keep the vehicle on course.



- **Lane Departure Warning** – Available. See Top Selling Features.
- **Rear Vision Camera** – Standard. See Top Selling Features.
- **Rear Cross Traffic Alert** – Available. See Top Selling Features.
- **Side Blind Zone Alert** – Uses radar sensors to “look” for other vehicles in Verano’s blind zones. It displays a signal on the outside left or right mirrors to alert the driver if a vehicle enters the blind zone. Available.

DURING

- **10 standard air bags** – Include dual-stage frontal, front seat-mounted side-impact, driver and front passenger knee, head-curtain side-impact and outboard rear seat-mounted thorax.
- **High-strength steel** – Is used for more than 60% of the body structure.

AFTER

- **OnStar Automatic Crash Response** – When onboard sensors detect a crash, an OnStar Advisor immediately establishes a connection with the vehicle to determine if emergency help is required. Key crash data is also transmitted, including direction and number of impacts, rollover status and maximum velocity at impact. This data is shared with first responders so they can gauge the severity of the crash and prepare accordingly.

SECURITY FEATURES

- **PASS-Key III theft-deterrent system** – Disables the engine if an improperly coded key is used to try to start the vehicle.
- **OnStar security services** – Services include Crisis Assist, Emergency Services and Stolen Vehicle Slowdown. Learn more at onstar.com.

ACCESSORIES

Verano-specific accessories make a personalized fashion statement and enhance the experience.

Available accessories include:

Chrome grilles/spoiler kit/molded hood protector/custom-molded splash guards/side window deflectors/indoor-outdoor vehicle cover/all-weather floor mats/cargo net/cargo tray/cargo organizer.

2014 BUICK VERANO SPECIFICATIONS BUICK

WHAT'S NEW | MARKETING HIGHLIGHTS | TOP SELLING FEATURES | PRODUCT INFORMATION | **SPECS** | PACKAGING | HOW THINGS WORK | COMPETITIVE COMPARISON

VERANO 1SD, VERANO CONVENIENCE GROUP 1SG, VERANO LEATHER GROUP 1SL

VERANO TURBO GROUP 1ST

POWERTRAINS

Engine	ECOTEC 2.4L I4	ECOTEC 2.0L I4 turbo
Horsepower @ rpm	180 @ 6700	250 @ 5300
Torque (lb.-ft.) @ rpm	171 @ 4900	260 @ 2000
Variable Valve Timing	S	
Direct Injection	S	
Turbocharged	–	S
Transmission	6-speed automatic with overdrive	6-speed automatic with overdrive (S); 6-speed manual (A)
Driver Shift Control	S	S (auto.)
Final drive ratio	3.23	3.23; 3.55 (manual)
Fuel economy city/hwy (mpg)	21/32 (gas)	21/30 (auto.); 20/31 (manual)
E85 capable	S	–

CHASSIS & SUSPENSION

Wheelbase (in.)	105.70
Front suspension	Independent MacPherson strut-type, aluminum control arms with hydraulic bushings, 25mm hollow stabilizer bar
Rear suspension	Z-link compound crank (torsion beam) with Buick Tuned Watts
Brakes	4-wheel disc ABS and Brake Assist
Stability Control System	StabiliTrak with Traction Control
Steering	Rack-mounted Electric Power Steering
Wheels	18" alloy
Tires	P23545R18 all-season

CAPACITIES

Seating capacity	5
Trunk (cu. ft.)	14.3; 14.0 (with Bose audio system)
Fuel capacity (gal.)	15.6
Overall length (in.)	183.9
Overall height (in.)	58.4

For a more extensive list of specifications, visit buick.com

STANDARD ON ALL MODELS

EXTERIOR

- 18" alloy wheels
- Black chrome waterfall grille
- Chrome accents (door handles, portholes, exhaust tip)
- Fog lamps
- Halogen projector headlamps with translucent blue rings
- Power adjustable outside mirrors

INTERIOR

- Adjustable driver seat (8-way manual 1SD)
- 8-way manual front passenger seat
- 60/40 split-folding rear seat with adjustable outboard rear head restraints and integrated headrest for center position
- Buick QuietTuning
- Dual-zone automatic climate control
- 3-spoke leather-wrapped steering wheel with integrated audio and cruise controls
- Manual tilt and telescoping steering column
- Ice Blue interior ambient accent lighting
- Leather-wrapped shift knob
- Power driver window with Express-Up/-Down
- Power rear windows with Express-Down
- Power programmable door locks
- Remote Keyless Entry
- Remote Vehicle Starter System
- Rear armrest with dual cup holders, storage

INFOTAINMENT, CONNECTIVITY & NAVIGATION

- AM/FM/SiriusXM/audio system with CD player, MP3 playback, 6 speakers, auxiliary input jack
- Buick IntelliLink with 7" color touch-screen, voice recognition and enhanced connectivity features
- Bluetooth for phone and music (streaming)
- Driver Information Display
- Embedded Pandora and Stitcher apps
- USB port
- 110V power outlet
- OnStar RemoteLink Key Fob Services (5 years included)
- OnStar (6 months included) Directions & Connections
- Smartphone voice recognition pass-through
- SiriusXM Radio with 3-month trial

POWERTRAINS, RIDE & HANDLING

- ECOTEC 4-cylinder engine
- 6-speed automatic transmission with Driver Shift Control
- Electric Power Steering (EPS)
- Independent front suspension
- Watts Z-link rear suspension

SAFETY & SECURITY

- 4-wheel antilock disc brakes with Brake Assist
- 10 air bags
- Daytime Running Lamps
- Rear Vision Camera
- StabiliTrak Electronic Stability Control System
- Full-range Traction Control
- Tire Pressure Monitoring System
- Theft-deterrent system
- OnStar Directions & Connections (includes 6 months of Safe & Sound)

WARRANTIES & OWNER COVERAGE

- 4-year/50,000-mile bumper-to-bumper limited warranty
- 6-year/70,000-mile transferable powertrain warranty
- 6-year/70,000-mile roadside assistance
- 6-year/70,000-mile courtesy transportation
- 6-year/100,000-mile rust-through corrosion protection
- 2-year/24,000-mile Buick scheduled maintenance
- OnStar Vehicle Diagnostics

2014 BUICK VERANO PACKAGING BUICK

WHAT'S NEW | MARKETING HIGHLIGHTS | TOP SELLING FEATURES | PRODUCT INFORMATION | SPECS | **PACKAGING** | HOW THINGS WORK | COMPETITIVE COMPARISON

	VERANO 1SD	CONVENIENCE 1SG	LEATHER 1SL	TURBO 1ST
Seat trim with leatherette bolsters and premium ribbon fabric	S	S		
CONVENIENCE GROUP standard content, plus Forward Collision Alert, Lane Departure Warning, auto-dimming inside rearview mirror, 6-way power driver seat with manual recline, heated outside power mirrors, Ultrasonic Rear Parking Assist, Rear Cross Traffic Alert, Side Blind Zone Alert, Universal Home Remote and driver and front passenger heated seats		S		
LEATHER GROUP Convenience Group, plus premium grade leather-appointed seating, Keyless Entry System, Push Button Start, Bose premium audio system, heated leather-wrapped steering wheel and Express-Up/-Down front passenger window			S	
TURBO GROUP Leather Group, plus 2.0L ECOTEC turbo 4-cylinder engine, rear spoiler, aluminum sport pedals and dual exhaust with chrome tips				S
Power tilt-sliding sunroof		A	A	A
Navigation system with 7" diagonal touch-screen		A	A	A
Rear spoiler		A	A	S
Bose premium 9-speaker audio system		A	S	S
18" alloy wheels with Silver Finish (PXW)	S			
18" alloy wheels machined-faced with sterling silver finished pockets (RV1)		S	S	S
18" alloy wheels with Manoaogian Silver premium finish (WQN)			A	A
6-speed manual transmission				A

2014 BUICK VERANO **HOW THINGS WORK** BUICK

WHAT'S NEW MARKETING HIGHLIGHTS TOP SELLING FEATURES PRODUCT INFORMATION SPECS PACKAGING **HOW THINGS WORK** COMPETITIVE COMPARISON



HVAC



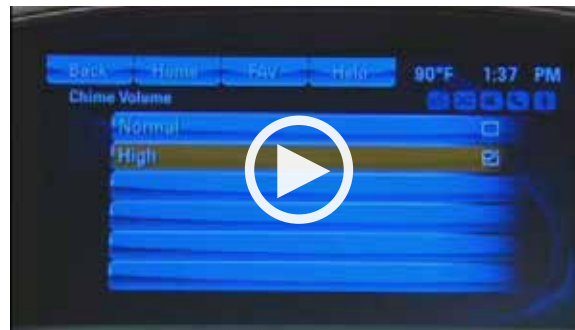
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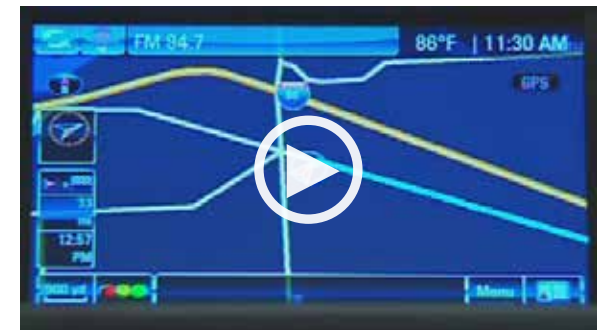
SEAT ADJUSTMENTS



VEHICLE ENTRY
STARTING SYSTEMS



CONFIGURATION



NAVIGATION

Click the play  icon to watch video

2014 BUICK VERANO VS. 2014 LEXUS BUICK

WHAT'S NEW | MARKETING HIGHLIGHTS | TOP SELLING FEATURES | PRODUCT INFORMATION | SPECS | PACKAGING | HOW THINGS WORK | COMPETITIVE COMPARISON

✓ = Verano Wins

2014 BUICK VERANO TURBO

2014 LEXUS IS 250

MSRP	\$29,065	✓	\$35,950
COMFORT & CONVENIENCE			
Fog lamps	S		S
Heated outside rearview mirrors	•		S
Automatic HVAC	2-zone		2-zone
Remote Vehicle Starter System	S	✓	A (DIO)
Passive Entry/Push Button Start	•		S
Power driver seat	6-way + manual recline		10-way
Front passenger seat	8-way manual		8-way power
Leather-appointed seats	• (Premium grade)	✓	A ¹
Heated front seats	•	✓	A ¹
Heated steering wheel	•	✓	A ¹
Rear seat	60/40 split-folding		60/40 split-folding
Parking Assist	• (rear)	✓	A (front, rear – free flow)
Rear spoiler	•		S
Sunroof	A		S
DIMENSIONS			
Wheelbase (in.)	105.7		110.2
Length/width/height (in.)	183.9/71.4/58.1	✓	183.7/71.3/56.3
Track, front/rear (in.)	60.3/60.7		60.4/61.0
Passenger volume (cu. ft.)	95.0	✓	90.2
Cargo volume (cu. ft.)	14.0 (w/ Bose audio) /14.3	✓	13.8
Head room, front/rear (in.)	38.3/37.8 (w/o sunroof); 37.2/37.8 (w/ sunroof)		38.2/36.9 (w/ sunroof)
Shoulder room, front/rear (in.)	55.1/52.9		55.9/53.4
Hip room, front/rear (in.)	53.7/51.9		54.3/54.0
Leg room, front/rear (in.)	42.0/34.7		44.8/32.2

¹ Requires trim upgrade or optional package.

OVERVIEW

Redesigned for 2014, the rear-wheel drive Lexus IS 250 features new exterior styling with a dramatic “spindle” grille, a reworked interior and more rear seat room. The IS 250 has been criticized for its V6 performance and infotainment system mouse-style controller.

VERANO TURBO ADVANTAGES

- **More luxury included** – The Lexus IS 250's base MSRP is pricey, and a comparably equipped IS 250 costs even more. Adding Remote Vehicle Start, leather seating, heated front seats, a heated steering wheel and Parking Assist—which are all included on the Verano Premium Turbo—results in a nearly \$10,000 price difference between the IS 250 and Verano Turbo.
- **Better looking with more space and rear comfort** – The IS 250's front grille is polarizing. Verano has more refined styling and more passenger and cargo volume. The IS 250 also comes up short in rear-seat leg and head room.

2014 BUICK VERANO VS. 2014 LEXUS BUICK

WHAT'S NEW MARKETING HIGHLIGHTS TOP SELLING FEATURES PRODUCT INFORMATION SPECS PACKAGING HOW THINGS WORK COMPETITIVE COMPARISON

✓ = Verano Wins

2014 BUICK VERANO TURBO

2014 LEXUS IS 250

TECHNOLOGY/INFOTAINMENT

Telematics system	OnStar (6 months included)	Lexus Enform (1 year included)
Built-in hands-free calling (without cell phone)	S (requires hands-free minutes purchase) ✓	–
Smartphone remote features: doors, horn, lights, Remote Start	RemoteLink (5 years included) ✓	–
Infotainment system	Buick IntelliLink: CD/MP3/AUX, Bose premium 9-speaker sound system ✓	CD/MP3/AUX/HD Radio 8-speakers
Infotainment system screen size	7.0"	7.0"
Navigation system	A	A
Standard navigation aid	OnStar ✓	–
Touch-screen	S ✓	–
Voice recognition for audio, phone, navigation	S (enhanced VR)	S (casual language)
Infotainment system embedded apps	S (Pandora, Stitcher, Travel Link) ✓	A ¹ (Enform App Suite - Bing, iHeartRadio, MovieTickets.com, Open Table, Pandora, Yelp, Facebook Places)
USB port	S (1)	S (2)
Satellite radio	S (3 months)	S (3 months)
Bluetooth for Phone	S	S
Import phone contacts	S ✓	A ¹
Bluetooth streaming from device	S	S
Smartphone recognition pass-through	S ✓	–
Text-to-voice	S ✓	–
AC power outlet	A ¹ ✓	–
Gracenote music library database	S	NP
Real-Time Traffic and Weather	• (Travel Link)	S
Customize Home Page icons	S ✓	–
Favorites presets	30	36

VERANO TURBO ADVANTAGES

- **Better standard connectivity and personalization** – Verano's IntelliLink capabilities surpass the standard system on the IS 250. Verano includes embedded Pandora, Stitcher and Travel Link apps. Lexus Enform—an option on the IS 250—adds more features and thousands of dollars. Lexus Enform doesn't include smartphone recognition pass-through, text-to-voice and system customization features that are standard on Verano.
- **Bose audio, better interface, navigation included** – Verano Turbo has Bose audio. The IS 250 has a less refined standard audio system. The Lexus also uses a cumbersome mouse-type controller, not a convenient touch-screen like Verano. OnStar Turn-by-Turn Navigation is included on Verano, but a similar navigation feature requires an expensive option on the IS 250.

¹ Requires trim upgrade or optional package.

2014 BUICK VERANO VS. 2014 LEXUS BUICK

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2014 BUICK VERANO TURBO

2014 LEXUS IS 250

POWER & PERFORMANCE

Standard engine	2.0L DOHC I4		2.5L DOHC V6
Horsepower @ rpm	250 @ 5300	✓	204 @ 6400
Torque (lb.-ft.) @ rpm	260 @ 2000	✓	185 @ 4800
Fuel injection	Direct		Direct
Variable Valve Timing	S		S
Recommended fuel	Premium (not required)		Premium
Fuel economy (city/hwy)	21/30 (auto.) 20/31 (man.)		21/30
Standard transmission	6-speed automatic		6-speed automatic
Available transmission	Manual	✓	–
Fuel tank capacity (gal.)	15.6		17.4
Vehicle Diagnostics	S (OnStar Vehicle Diagnostics)	✓	–

CHASSIS & SUSPENSION

Drivetrain	FWD		RWD; AWD (A)
Rack-and-pinion steering	Electric		Electric variable-assist speed-sensing
Turning circle/diameter (ft.)	36.0		34.2 (RWD)
Suspension, front	Ind. MacPherson strut-type		Ind. double-wishbone
Suspension, rear	Watts Z-link		Ind. multilink
Suspension/performance enhancements	–		S (Drive Mode Select); A (IS 250 F Sport model)
Disc brakes, front/rear	Vented 11.8"/ vented 11.5"	✓	Vented 11.6"/ solid 11.4"
Brake features	ABS, EBD, BA		ABS, EBD, BA
Stability/Traction Control	S		S
Standard wheel	18"	✓	17"

VERANO TURBO ADVANTAGES

- **More power, more torque, equivalent fuel economy** – Verano Turbo is more powerful and produces much more torque than the IS 250. Drivers have the choice of a manual transmission for more sport-oriented performance. The IS 250 doesn't offer a manual transmission. Getting more power, performance and sport character in the IS requires upgrades that start at about \$40,000.
- **Diagnostics support included** – OnStar Vehicle Diagnostics is included on every Verano. Lexus Enform and Lexus Safety Connect do not provide comparable services.
- **Better handling dynamics** – The Verano Premium Turbo benefits from larger wheels. It also has bigger brakes with vented rear brakes that help dissipate heat to improve braking performance and brake life.

2014 BUICK VERANO VS. 2014 LEXUS BUICK

WHAT'S NEW | MARKETING HIGHLIGHTS | TOP SELLING FEATURES | PRODUCT INFORMATION | SPECS | PACKAGING | HOW THINGS WORK | **COMPETITIVE COMPARISON**

✓ = Verano Wins

2014 BUICK VERANO TURBO

2014 LEXUS IS 250

SAFETY FEATURES

Total air bags	10		10
Daytime Running Lamps	S		S (LED)
Headlamps	Halogen		HID
Rear Vision Camera	S	✓	A
Lane Departure Warning	•	✓	A
Forward Collision Alert	•	✓	–
Side Blind Zone Alert	•	✓	A
Rear Cross Traffic Alert	•	✓	A
Tire Pressure Monitor System	S		S
Automatic Crash Notification via telematics system	S (OnStar 6 months)		S (Safety Connect 1 year)
Stolen Vehicle Slowdown and Ignition Block Notification via telematics system	S		S

WARRANTY/ASSISTANCE

Bumper-to-bumper	4/50,000		4/50,000
Powertrain	6/70,000		6/70,000
No-charge scheduled maintenance	2/24,000	✓	30-day/1,000 and 6-month/5,000
Roadside assistance	6/70,000	✓	4 years/unlimited
Standard courtesy transportation	6/70,000	✓	Requires overnight stay of 8+ hours

S = Standard A = Available – = Not available • = Included with package
NP = Not published DIO = Dealer-installed option

VERANO TURBO ADVANTAGES

- **Advanced crash avoidance features included** – Both the Buick Verano Premium Turbo and Lexus IS 250 offer excellent safety and crash avoidance features. But here's the difference: many more are included on the Verano Turbo. A Rear Vision Camera, Lane Departure Warning, Forward Collision Alert, Side Blind Zone Alert and Rear Cross Traffic Alert are all options or are part of expensive extra packages on the IS 250. Advanced crash avoidance capabilities are included on Verano Turbo.
- **More peace of mind and value** – Verano owners have benefits the Lexus IS 250 can't match—longer roadside assistance coverage, standard courtesy transportation and complimentary scheduled maintenance for two years/24,000 miles. When you add up all the extras included on the Verano Turbo, it's easy to see why it's a much better value and the better choice.

2014 BUICK VERANO VS. 2014 ACURA BUICK

WHAT'S NEW | MARKETING HIGHLIGHTS | TOP SELLING FEATURES | PRODUCT INFORMATION | SPECS | PACKAGING | HOW THINGS WORK | COMPETITIVE COMPARISON

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2014 BUICK VERANO PREMIUM TURBO 1ST WITH 6-SPEED MANUAL

2014 ACURA ILX 6-SPEED WITH PREMIUM

MSRP	\$29,065	✓	\$29,200
COMFORT & CONVENIENCE			
Fog lamps	S		•
Heated outside rearview mirrors	•		S
Remote Vehicle Starter System	S	✓	A (DIO requires 2.0L engine)
Passive Entry/Push Button Start	•		S
Power driver seat	6-way + manual recline		8-way
Front passenger seat	8-way manual		NP
Leather-appointed seats	• (premium grade)		S (perforated)
Heated front seats	•		S
Heated steering wheel	•	✓	–
Rear seat	60/40 split-folding	✓	1-piece folding
Universal Home Remote	•	✓	A ¹
Parking Assist	• (rear)	✓	–
Rear spoiler	•	✓	A (DIO)
Sunroof	A		S
DIMENSIONS			
Wheelbase (in.)	105.7	✓	105.1
Length/width/height (in.)	183.9/71.4/58.1	✓	179.1/70.6/55.6
Passenger volume (cu. ft.)	95.0	✓	89.3
Cargo volume (cu. ft.)	14.0 (w/ Bose audio)/14.3	✓	12.3
Head room, front/rear (in.)	38.3/37.8 (w/o sunroof); 37.2/37.8 (w/ sunroof)		38.0/35.9 (w/ sunroof)
Shoulder room, front/rear (in.)	55.1/52.9		55.6/53.5
Hip room, front/rear (in.)	53.7/51.9	✓	50.2/51.7
Leg room, front/rear (in.)	42.0/34.7		42.3/34.0

¹ Requires trim upgrade or optional package.

OVERVIEW

The Acura ILX has three powertrains: a standard 150 hp 2.0L, a 201 hp 2.4L offered only with a 6-speed manual transmission and a 111 hp hybrid. An optional Technology Package lacks comparable infotainment, telematics and safety features offered on Verano.

VERANO TURBO ADVANTAGES

- **Better style, more luxurious appointments**
 - ILX critics say it has awkward proportions. Verano is sleek, sculpted and gorgeous. Verano Premium Turbo includes features that are options or aren't offered on the ILX, like: a Universal Home Remote, rear spoiler, parking assist and a heated steering wheel. Remote Vehicle Start requires a less powerful engine and an extra option package on the ILX.
- **More room and comfort** – Verano has greater passenger, cargo volume, and a split-folding rear seat. It also has more significantly more rear-seat head room. *Kelly Blue Book* called the ILX rear seat "claustrophobic" in its review.

2014 BUICK VERANO VS. 2014 ACURA BUICK

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2014 BUICK VERANO PREMIUM TURBO 1ST WITH 6-SPEED MANUAL

2014 ACURA ILX 6-SPEED WITH PREMIUM

TECHNOLOGY/INFOTAINMENT

Telematics system	OnStar (6 months included)	✓	AcuraLink (A ¹)
Built-in hands-free calling (without cell phone)	S (requires hands-free minutes purchase)	✓	–
Smartphone remote features: doors, horn, lights, Remote Start	RemoteLink (5 years included)	✓	–
Infotainment system	Buick IntelliLink: CD/MP3/AUX, Bose premium 9-speaker sound system	✓	Acura Premium Sound System CD/MP3/AUX, 7 speakers
Infotainment system screen size	7"	✓	5"
Navigation system	A		A ¹
Standard navigation aid	OnStar	✓	–
Touch-screen	S	✓	–
Voice recognition for audio, phone, navigation	S (enhanced VR)	✓	A ¹
Infotainment system embedded apps	S (Pandora, Stitcher, Travel Link)		S (Pandora)
USB port	S (1)		S
Satellite radio	S (3 months)		S (3 months)
Bluetooth for Phone	S		S
Import phone contacts	S		S
Bluetooth streaming from device	S		S
Smartphone recognition pass-through	S	✓	–
Text-to-voice	S		S
AC power outlet	A ¹	✓	–
Gracenote music library database	S	✓	S; A ¹ (Song By Voice)
Real-Time Traffic and Weather	• (Travel Link)		A ¹
Customize Home Page icons	S	✓	–
Favorites presets	30		NP
Noise reduction features	S (QuietTuning)	✓	S

¹ Requires trim upgrade or optional package.

VERANO TURBO ADVANTAGES

- **More advanced connectivity and refinement** – Verano's Buick IntelliLink is light years ahead of the ILX infotainment and connectivity system. The standard ILX system has a small display screen and lacks standard Verano features, like: a touch-screen, smartphone recognition pass-through, page customization and enhanced voice recognition. Verano Turbo also includes real-time traffic and weather—options on the ILX—and has more speakers with a Bose premium audio system. Verano's QuietTuning is another win. Cars.com wrote that the ILX is "not as serene as the Buick Verano."
- **Superior telematics system and standard navigation** – OnStar has better connectivity than the optional AcuraLink system. Unlike AcuraLink on the ILX, OnStar doesn't require an optional navigation system and includes Turn-by-Turn Navigation.

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2014 BUICK VERANO PREMIUM
TURBO 1ST WITH 6-SPEED MANUAL

2014 ACURA ILX 6-SPEED
WITH PREMIUM

POWER & PERFORMANCE

Standard engine	2.0L DOHC I4		2.4L DOHC I4
Horsepower @ rpm	250 @ 5300	✓	201 @ 7000
Torque (lb.-ft.) @ rpm	260 @ 2000	✓	170 @ 4400
Fuel injection	Direct	✓	Multi-point
Variable Valve Timing	S		S
Recommended fuel	Premium (not required)		Premium
Fuel economy (city/hwy)	21/30 (auto.) 20/31 (man.)		22/31 (man.) 24/35 (auto.)
Standard transmission	6-speed automatic	✓	6-speed manual
Available transmission	6-speed manual	✓	5-speed automatic (A ¹)
Fuel tank capacity (gal.)	15.6	✓	13.2
Vehicle Diagnostics	S (OnStar Vehicle Diagnostics)	✓	A ¹ (AcuraLink)

CHASSIS & SUSPENSION

Drivetrain	FWD		FWD
Rack-and-pinion steering	Electric		Electric
Turning circle/diameter (ft.)	36.0	✓	36.1
Suspension, front	Ind. MacPherson strut-type		Ind. MacPherson strut
Suspension, rear	Watts Z-link		Ind. multilink
Suspension/performance enhancements	–		–
Disc brakes, front/rear	Vented 11.8"/ vented 11.5"	✓	Vented 11.8"/ solid 10.2"
Brake features	ABS, EBD, BA		ABS, EBD, BA
Stability/Traction Control	S		S
Standard wheel	18"	✓	17"

¹ Requires trim upgrade or optional package.

VERANO TURBO ADVANTAGES

- **Better performance** – Verano Turbo has better performance, with more horsepower and nearly 100 lb.-ft. more torque. Even with significantly more power, Verano's fuel economy is competitive with the less powerful ILX.
- **No tradeoffs** – Verano Premium Turbo owners have the choice of either 6-speed automatic transmission or a 6-speed manual transmission. On the ILX, an automatic transmission requires dropping down to the less powerful 150 horsepower 2.0L engine—and the automatic is just a 5-speed. The ILX also lacks Verano's dynamic handling. Reviewers also say the ILX exhibits body roll and needs more control over body lean. Verano Turbo has earned great reviews for suspension handling.
- **Diagnostics support included** – AcuraLink is optional on the ILX but lacks the capabilities of OnStar Vehicle Diagnostics, which is included on Verano.

2014 BUICK VERANO VS. 2014 ACURA BUICK

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2014 BUICK VERANO PREMIUM
TURBO 1ST WITH 6-SPEED MANUAL

2014 ACURA ILX 6-SPEED
WITH PREMIUM

SAFETY FEATURES

Total air bags	10	✓	6
Daytime Running Lamps	S		S
Headlamps	Halogen		HID
Rear Vision Camera	S		S
Lane Departure Warning	•	✓	–
Forward Collision Alert	•	✓	–
Side Blind Zone Alert	•	✓	–
Rear Cross Traffic Alert	•	✓	–
Tire Pressure Monitor System	S		S
Automatic Crash Notification via telematics system	S (OnStar 6 months)	✓	–
Stolen Vehicle Slowdown and Ignition Block Notification via telematics system	S	✓	–

WARRANTY/ASSISTANCE

Bumper-to-bumper	4/50,000		4/50,000
Powertrain	6/70,000		6/70,000
No-charge scheduled maintenance	2/24,000	✓	–
Roadside assistance	6/70,000		4/50,000
Standard courtesy transportation	6/70,000	✓	–

S = Standard A = Available – = Not available • = Included with package
NP = Not published DIO = Dealer-installed option

¹ Requires trim upgrade or optional package.

VERANO TURBO ADVANTAGES

- **More comprehensive safety: more air bags and crash avoidance features** – Verano offers a more comprehensive approach to safety that looks out for drivers and passengers before, during and after a crash. Verano also offers crash avoidance features you can't get on the ILX with Forward Collision Alert, Lane Departure Warning, Side Blind Zone Alert and Rear Cross Traffic Alert. Verano also has ten standard air bags, while the ILX has just six.
- **More peace of mind** – Verano provides added reassurance with OnStar and Automatic Crash Notification, Stolen Vehicle Slowdown and Ignition Block Notification. They're all standard features the Acura can't match. Verano owners also benefit from the convenience of Buick no-charge scheduled maintenance and Buick's standard courtesy transportation—two more owner support programs Acura does not provide to ILX owners.